Ver# 7 Status Revised Rep Order# 9776176 EC'd Yes

Traffic Order#

Printed: Last Received: 08/28/2012 12:56 PM 08/28/2012 12:16 PM

Showing Buylines: All Rep & Sta Revised Lines

Station WKRC-TV CINCINNATI, OH Advertiser

) POLITICAL ISSUE GROU

American Crossroads

Estimate#

Stephanie Maroney

Buyer Phone# Fax#

Product

) CROSSROADS MEDIA LLC Agency 66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314 Agency C/P1/P2/E

Flight Dates Hiatus Weeks 11/27/690

09/05/2012 - 09/14/2012

Rep Firm

Sales Office () WASHINGTON

Salesperson (

) ALEXANDRA BRADLEY

1 of

Salesperson Phone# 202-955-5342 Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-ALL MKGDS OK. FLIGHT CHANGED TO 9/5-9/14 PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	× 1	F Sales Re V7 More	6A-630A mark: V	GOOD MORNING CINCY 17 DTE CHG es changed	:30	s650.00	09/14-09/14	1	1	1	\$650.00	
	*9	F Sales Re V7 More	8A-830A mark: \ than 2 code	THE EARLY SHOW 17 DTE CHG es changed	:30	s350.00	09/14-09/14	1	1	1	\$350.00	
	*19	F Sales Re V7 More		P 12 NEWS AT NOON V7 DTE CHG es changed	:30	s1,000.00	09/14-09/14	1	1	1	\$1,000.00	
	*27	F Sales Re V7 More	3P-4P emark: \tag{8} than 2 code	LET'S MAKE A DEAL V7 DTE CHG es changed	:30	s350.00	09/14-09/14	1	1	1	\$350.00	
	*30	F Sales Re V7 Comme		LET'S MAKE A DEAL V7 1X NA , Spots/week Changed	:30	s350.00	09/07-09/07	0	0	0	\$0.00	

Last Received: 08/28/2012 12:16 PM Showing Buylines: All Rep & Sta Revised Lines

2 of 4

Station WK Advertiser (Product A Estimate# 6	Agency () CROSSROADS MEDIA LLC 66 CANAL CENTER PLAZA, SUITE 555 ALEXANDRIA, VA 22314 Agency C/P1/P2/E 11/27/690				Rep Firm Sales Office () WASHINGTON Salesperson () ALEXANDRA BRADLEY					
Buyer S Phone#	90 Stephanie Maroney	Flight Dates 09/05/2012 - 09/14/2012 Hiatus Weeks			2	•	Salesperson Phone# 202-955-: Salesperson FAX# 202-955-:			
Fax# LT Ln	Day Time Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
*35	F 5P-530P 12 LOCAL NEWS Sales Remark: V7 DTE CHG		:30	s1,000.00	09/14-09/14	1	1	1	\$1,000.00	
	V7 More than 2 codes changed									
*38	F 5P-530P 12 LOCAL NEWS Sales Remark: V7 1X NA V7 Comment Changed, Spots/week Changed		:30	s1,000.00	09/07-09/07	0	0	0	\$0.00	
*43	F 6P-630P 12 NEWS AT 6P Sales Remark: V7 DTE CHG V7 More than 2 codes changed		:30	s1,200.00	09/14-09/14	1	1	1	\$1,200.00	
* 47	M 6P-630P 12 NEWS AT 6P Sales Remark: V7 1X NA V7 Comment Changed, Spots/week Changed		:30	\$1,200.00	09/10-09/10	0	0	0	\$0.00	
*51	F 7P-730P INSIDE EDITION Sales Remark: V7 DTE CHG V7 More than 2 codes changed		:30	s850.00	09/14-09/14	1	1	1	\$850.00	
*55	M 7P-730P INSIDE EDITION Sales Remark: V7 1X NA V7 Comment Changed, Spots/week Changed		:30	s850.00	09/10-09/10	0	0	0	\$0.00	
	F 11P-1135P 12 NEWS AT 11P Sales Remark: V7 DTE CHG V7 More than 2 codes changed		:30	\$1,400.00	09/14-09/14	1	1	1	\$1,400.00	
*69	F 1135P- DAVID LETTERMAN 1235A Sales Remark: V7 DTE CHG V7 More than 2 codes changed		:30	S450.00	09/14-09/14	1	1	1	\$450.00	

 Rep Order#
 9776176
 Ver#
 7
 Status Revised
 Traffic Order#
 Printed:
 08/28/2012 12:56 PM
 3 of 4

 EC'd Yes
 Last Received:
 08/28/2012 12:16 PM

Showing Buylines: All Rep & Sta Revised Lines

Station WKRC-TV CINCINNATI, OH Advertiser () POLITICAL ISSUE GROU Product American Crossroads Estimate# 690 Buyer Stephanie Maroney Phone#				Agency () CROSSROADS MEDIA LLC 66 CANAL CENTER PLAZA, SUITE 555 ALEXANDRIA, VA 22314 Agency C/P1/P2/E 11/27/690 Flight Dates 09/05/2012 - 09/14/2012 Hiatus Weeks				Rep Firm Sales Office () WASHINGTON Salesperson () ALEXANDRA BRADLEY Salesperson Phone# 202-955-5342 Salesperson FAX# 202-955-5348					
Fax# LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*79	SA Sales Rema V7 Added	 7P-8P rk:	ET V7 MKGD FOR LINE 30	Pa	:30	s350.00	09/08-09/08	1	1	1	\$350.00	
	*80	W-TH Sales Rema V7 Added	5P-530P rk:	12 LOCAL NEWS V7 MKGD FOR LINE 38	Pd	:30	s1,000.00	09/05-09/06	1	1	1	\$1,000.00	
	*81	W-TH Sales Rema V7 Added	6P-630F rk:	12 NEWS AT 6P V7 MKGD FOR LINE 47	Pa	:30	\$1,200.00	09/05-09/06	1	1	1	\$1,200.00	
	*82	W-F Sales Rema V7 Added	730P-8F	ET V7 MKGD FOR LINE 55	Pà	:30	s850.00	09/05-09/07	1	1	1	\$850.00	

---REPORT TOTALS---

Report Totals: 13 / \$10,650.00

---SALES MONTHLY TOTALS---

Sep 12: 78 / \$69,950.00

Sales Totals: 78 / \$69,950.00
Station Totals: 78 / \$69,950.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

2% 0% 0 ક WCPO 23% Market Totals \$259,074 CABL 0% EKRC UNKN WBQC 19% WKRC 27% WLWT 28% WSTR 1% WXIX

Books null Demos RA35+ Rep Order# 9776176 Ver# 7 Status Revised Traffic Order# Printed: 08/28/2012 12:56 PM 4 4 of EC'd Yes Last Received: 08/28/2012 12:16 PM

Rep Firm

Sales Office (

Salesperson (

) WASHINGTON

) ALEXANDRA BRADLEY

Showing Buylines: All Rep & Sta Revised Lines

Station WKRC-TV CINCINNATI, OH) CROSSROADS MEDIA LLC Agency (Advertiser () POLITICAL ISSUE GROU 66 CANAL CENTER PLAZA, SUITE 555

Product American Crossroads ALEXANDRIA, VA 22314 Agency C/P1/P2/E Estimate# 690 11/27/690

Buyer Stephanie Maroney Flight Dates 09/05/2012 - 09/14/2012

Hiatus Weeks Phone# Salesperson FAX#

Salesperson Phone# 202-955-5342 202-955-5348 Fax#



Order Product Descripti Estimate # Priority | Spot # AE Weekday | Air Time | Length Rate Ad-ID Inv. Code (Booked) Time Period Date Advertiser: American Crossroads Agency: Crossroads Media Station: WKRC-TV Order: 45123 Line: 1 :30 \$650.00 6a Good Morn Cincinna (6:00:00 AM-6:30:00 A American Crossroads 690 P-2 2 MWASH 09/14/12 Friday \$650.00 Line: 2 690 P-2 1 MWASH \$650.00 6a Good Morn Cincinna (6:00:00 AM-6:30:00 A American Crossroads 09/05/12Wednesday):04:41 AM :30 \$650.00 Line: 3 P-2 09/06/12 Thursday3:21:13 AM :30 \$650.00 6a Good Morn Cincinna (6:00:00 AM-6:30:00 A American Crossroads 690 1 MWASH \$650.00 Line: 4 P-2 690 1 MWASH :30 \$650.00 6a Good Morn Cincinna (6:00:00 AM-6:30:00 A American Crossroads 09/07/12 Friday3:13:17 AM \$650.00 Line: 5 P-2 1 MWASH 09/10/12 Monday3:28:39 AM :30 \$650.00 6a Good Morn Cincinna (6:00:00 AM-6:30:00 A American Crossroads 690 1 \$650.00 Line: 6 P-2 1 MWASH 690 Tuesday3:04:26 AM :30 \$650.00 6a Good Morn Cincinna (6:00:00 AM-6:30:00 A American Crossroads 09/11/12 \$650.00 1 Line: 7 P-2 1 MWASH 09/12/12Wednesday3:20:58 AM :30 \$650.00 6a Good Morn Cincinna (6:00:00 AM-6:30:00 A American Crossroads 690 \$650.00 Line: 8 690 P-2 1 MWASH :30 \$650.00 6a Good Morn Cincinna (6:00:00 AM-6:30:00 A American Crossroads 09/13/12 Thursday3:13:02 AM \$650.00 Line: 9 P-2 09/14/12 Friday :30 \$350.00 **CBS This Morning** (8:00:00 AM-8:30:00 A American Crossroads 690 2 MWASH 1 \$350.00 Line: 10 690 P-2 1 MWASH :30 \$350.00 **CBS** This Morning (8:00:00 AM-8:30:00 A American Crossroads 09/05/12Wednesday3:19:00 AM \$350.00 Line: 11 :30 \$350.00 **CBS This Morning** (8:00:00 AM-8:30:00 A American Crossroads 690 P-2 1 MWASH 09/06/12 Thursday3:12:00 AM \$350.00 Line: 12 P-2 690 1 MWASH (8:00:00 AM-8:30:00 A American Crossroads 09/07/12 Friday3:12:30 AM :30 \$350.00 **CBS This Morning** \$350.00 Line: 13 (8:00:00 AM-8:30:00 A American Crossroads 690 P-2 1 MWASH 09/10/12 Monday3:19:30 AM :30 \$350.00 **CBS** This Morning

WIDE ORBIT



Weekday | Air Time | Length Ad-ID Inv. Code (Booked) Date Rate Time Period Order Product Descripti Estimate # Priority | Spot # AE Advertiser: American Crossroads Agency: Crossroads Media Station: WKRC-TV Order: 45123 Line: 13 \$350.00 Line: 14 \$350.00 P-2 09/11/12 Tuesday3:19:00 AM :30 **CBS** This Morning (8:00:00 AM-8:30:00 A American Crossroads 690 1 MWASH \$350.00 1 Line: 15 09/12/12Wednesday3:11:30 AM :30 \$350.00 **CBS** This Morning (8:00:00 AM-8:30:00 A American Crossroads 690 P-2 1 MWASH \$350.00 1 Line: 16 09/13/12 Thursday3:19:00 AM :30 \$350.00 **CBS** This Morning (8:00:00 AM-8:30:00 A American Crossroads 690 P-2 1 MWASH \$350.00 1 Line: 17 09/08/12 Saturday3:58:39 AM :30 \$250.00 6a-8a News BB (6:30:00 AM-7:00:00 A American Crossroads 690 P-2 1 MWASH \$250.00 1 Line: 18 09/09/12 Sunday 3:17:00 AM :30 \$900.00 **CBS Sun Morning** (9:00:00 AM-9:30:00 A American Crossroads 690 P-2 1 MWASH \$900.00 Line: 19 P-2 09/14/12 Friday :30 \$1,000.00 Local 12 News at Noon 12:00 PM-12:30 PM American Crossroads 690 2 MWASH \$1,000.00 1 Line: 20 09/05/12Wednesday2:03:31 PM P-2 \$1,000.00 Local 12 News at Noon 12:00 PM-12:30 PM American Crossroads 690 1 MWASH \$1,000.00 1 Line: 21 09/06/12 Thursday 2:03:42 PM :30 \$1,000.00 Local 12 News at Noon 12:00 PM-12:30 PM American Crossroads 690 P-2 1 MWASH \$1,000.00 1 Line: 22 09/07/12 Friday 2:27:41 PM :30 \$1,000.00 Local 12 News at Noon 12:00 PM-12:30 PM American Crossroads 690 P-2 1 MWASH \$1,000.00 Line: 23 09/10/12 Monday2:03:46 PM \$1,000.00 Local 12 News at Noon 12:00 PM-12:30 PM American Crossroads 690 P-2 1 MWASH \$1,000.00 Line: 24 \$1,000.00 P-2 09/11/12 Tuesday2:29:26 PM :30 Local 12 News at Noon 12:00 PM-12:30 PM American Crossroads 690 1 MWASH \$1,000.00 Line: 25 09/12/12Wednesday 2:28:21 PM :30 \$1,000.00 Local 12 News at Noon 12:00 PM-12:30 PM American Crossroads 690 P-2 1 MWASH

[Filtered by:] [Sorted by: Station]

\$1,000.00



1



Order Product Descripti Estimate # Priority | Spot # | AE Date Weekday Air Time Length Rate Ad-ID Inv. Code (Booked) Time Period Advertiser: American Crossroads Agency: Crossroads Media Station: WKRC-TV Order: 45123 Line: 26 09/13/12 Thursday2:15:46 PM \$1,000.00 Local 12 News at Noon 12:00 PM-12:30 PM American Crossroads 690 P-2 1 MWASH :30 \$1,000.00 Line: 27 690 P-2 2 MWASH :30 \$350.00 Let's Make a Deal 3:00 PM-4:00 PM American Crossroads 09/14/12 Friday \$350.00 1 Line: 28 09/05/12Wednesday3:58:32 PM :30 \$350.00 Let's Make a Deal 3:00 PM-4:00 PM American Crossroads 690 P-2 1 MWASH \$350.00 1 Line: 29 P-2 :30 \$350.00 Let's Make a Deal 3:00 PM-4:00 PM American Crossroads 690 1 MWASH 09/06/12 Thursday3:28:36 PM \$350.00 1 Line: 31 09/10/12 :30 \$350.00 Let's Make a Deal 3:00 PM-4:00 PM American Crossroads 690 P-2 1 MWASH Monday3:59:17 PM \$350.00 1 Line: 32 P-2 3:00 PM-4:00 PM 690 1 MWASH 09/11/12 Tuesday3:58:32 PM :30 \$350.00 Let's Make a Deal American Crossroads \$350.00 1 Line: 33 09/12/12Wednesday3:59:02 PM :30 \$350.00 Let's Make a Deal 3:00 PM-4:00 PM American Crossroads 690 P-2 1 MWASH \$350.00 1 Line: 34 American Crossroads 690 P-2 1 MWASH :30 \$350.00 Let's Make a Deal 3:00 PM-4:00 PM 09/13/12 Thursday3:29:06 PM \$350.00 Line: 35 P-2 09/14/12 Friday :30 \$1,000.00 5p Local 12 News at Fiv (5:00:00 PM-5:30:00 PAmerican Crossroads 690 2 MWASH 1 \$1,000.00 Line: 36 690 P-2 1 MWASH 09/05/12Wednesday5:20:17 PM \$1,000.00 5p Local 12 News at Fiv (5:00:00 PM-5:30:00 PAmerican Crossroads \$1,000.00 1 Line: 37 5p Local 12 News at Fiv (5:00:00 PM-5:30:00 PAmerican Crossroads 690 P-2 1 MWASH 09/06/12 Thursday5:19:27 PM :30 \$1,000.00 1 \$1,000.00 Line: 39 P-2 5p Local 12 News at Fiv (5:00:00 PM-5:30:00 PAmerican Crossroads 690 1 MWASH 09/10/12 Monday3:04:33 PM :30 \$1,000.00 1 \$1,000.00 Line: 40 690 P-2 1 MWASH 09/11/12 Tuesday5:12:10 PM :30 \$1,000.00 5p Local 12 News at Fiv (5:00:00 PM-5:30:00 PAmerican Crossroads

WIDE DRBIT



Date Weekday Air Time Length Rate Ad-ID Inv. Code (Booked) Time Period Order Product Descripti Estimate # Priority Spot # AE

Advertiser: American Crossroads Agency: Crossroads Media Station: WKRC-TV

Order: 45123

der: 45123									
Line: 40									
			\$1,000.00						1
Line: 41									
09/12/12W	/ednesday5:19:32 PM	:30	\$1,000.00	5p Local 12 News a	at Fiv (5:00:00 PM-5:30:00	PAmerican Crossroads	690	P-2	1 MWASH
			\$1,000.00						1
Line: 42									
09/13/12	Thursday3:04:08 PM	:30	\$1,000.00	5p Local 12 News a	at Fiv (5:00:00 PM-5:30:00	PAmerican Crossroads	690	P-2	1 MWASH
			\$1,000.00						1
Line: 43									
09/14/12	Friday	:30	\$1,200.00	6p Local 12 News a	at Six6:00 PM-6:30 PM	American Crossroads	690	P-2	2 MWASH
			\$1,200.00						1
Line: 44									
09/05/12W	/ednesday3:12:38 PM	:30	\$1,200.00	6p Local 12 News a	at Six6:00 PM-6:30 PM	American Crossroads	690	P-2	1 MWASH
			\$1,200.00						1
Line: 45									
09/06/12	Thursday):27:26 PM	:30	\$1,200.00	6p Local 12 News a	at Six6:00 PM-6:30 PM	American Crossroads	690	P-2	1 MWASH
			\$1,200.00						1
Line: 46									
09/07/12	Friday3:05:34 PM	:30	\$1,200.00	6p Local 12 News a	at Six6:00 PM-6:30 PM	American Crossroads	690	P-2	1 MWASH
			\$1,200.00						1
Line: 48									
09/11/12	Tuesday3:28:31 PM	:30	\$1,200.00	6p Local 12 News a	at Six6:00 PM-6:30 PM	American Crossroads	690	P-2	1 MWASH
			\$1,200.00						1
Line: 49									
09/12/12W	/ednesday}:20:47 PM	:30	\$1,200.00	6p Local 12 News a	at Six6:00 PM-6:30 PM	American Crossroads	690	P-2	1 MWASH
			\$1,200.00						1
Line: 50									
09/13/12	Thursday3:12:13 PM	:30	\$1,200.00	6p Local 12 News a	at Six6:00 PM-6:30 PM	American Crossroads	690	P-2	1 MWASH
			\$1,200.00						1
Line: 51									
09/14/12	Friday	:30	\$850.00	M-F 7p-730p	7:00 PM-7:30 PM	American Crossroads	690	P-2	2 MWASH
			\$850.00						1
Line: 52									
09/05/12W	Vednesday ⁷ :28:34 PM	:30	\$850.00	M-F 7p-730p	7:00 PM-7:30 PM	American Crossroads	690	P-2	1 MWASH
		L	\$850.00						1
Line: 53					= 00 Bi =		0.00	n -	
09/06/12	Thursday':03:56 PM	:30	\$850.00	M-F 7p-730p	7:00 PM-7:30 PM	American Crossroads	690	P-2	1 MWASF
		L	\$850.00						1]
				(F:1)	TO () O ()				



Order Product Descripti Estimate # Priority | Spot # AE Weekday | Air Time Length Rate Ad-ID Inv. Code (Booked) Time Period Date Advertiser: American Crossroads Agency: Crossroads Media Station: WKRC-TV Order: 45123 Line: 54 P-2 1 MWASH 09/07/12 Friday7:28:34 PM :30 \$850.00 M-F 7p-730p 7:00 PM-7:30 PM American Crossroads 690 1 \$850.00 Line: 56 P-2 1 MWASH :30 \$850.00 M-F 7p-730p 7:00 PM-7:30 PM American Crossroads 690 09/11/12 Tuesday':28:19 PM 1 \$850.00 Line: 57 P-2 American Crossroads 690 1 MWASH 09/12/12Wednesday7:04:56 PM :30 \$850.00 M-F 7p-730p 7:00 PM-7:30 PM \$850.00 1 Line: 58 P-2 1 MWASH :30 7:00 PM-7:30 PM American Crossroads 690 09/13/12 Thursday7:04:56 PM \$850.00 M-F 7p-730p 1 \$850.00 Line: 59 P-3 American Crossroads 690 2 MWASH 09/14/12 Friday :30 \$1,400.00 11p M-Su Local 12 New 11:00 PM-11:35 PM 1 \$1,400.00 Line: 60 690 P-3 1 MWASH \$1,400.00 11p M-F Local 12 News 11:00 PM-11:35 PM American Crossroads 09/05/12Wednesday1:18:19 PM :30 1 \$1,400.00 Line: 61 690 P-3 1 MWASH 11p M-F Local 12 News 11:00 PM-11:35 PM American Crossroads 09/06/12 Thursdayl:33:00 PM :30 \$1,400.00 1 \$1,400.00 Line: 62 P-3 1 MWASH :30 \$1,400.00 11p M-F Local 12 News 11:00 PM-11:35 PM American Crossroads 690 09/07/12 Friday1:19:22 PM \$1,400.00 Line: 63 690 P-3 1 MWASH 09/10/12 Mondayl:26:52 PM :30 \$1,400.00 11p M-F Local 12 News 11:00 PM-11:35 PM American Crossroads \$1,400.00 1 Line: 64 \$1,400.00 11p M-Su Local 12 New 11:00 PM-11:35 PM American Crossroads 690 P-3 1 MWASH :30 09/11/12 Tuesday1:34:30 PM 1 \$1,400.00 Line: 65 P-3 09/12/12Wednesday1:12:21 PM :30 \$1,400.00 11p M-F Local 12 News 11:00 PM-11:35 PM American Crossroads 690 1 MWASH \$1,400.00 1 Line: 66 P-3 1 MWASH \$1,400.00 11p M-F Local 12 News 11:00 PM-11:35 PM American Crossroads 690 09/13/12 Thursdayl:19:02 PM :30 1 \$1,400.00 Line: 67 09/08/12 Saturday1:12:00 PM :30 \$1,400.00 11p M-Su Local 12 New 11:00 PM-11:35 PM American Crossroads 690 P-3 1 MWASH [Filtered by:] [Sorted by: Station]



P-3

P-3

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P-2

P-3

P-2

1 MWASH

1 MWASH

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Spot Manager: All, 09/05/12-09/14/12 1 p Rate Ad-ID Weekday | Air Time | Length | Inv. Code (Booked) Order Product Descripti Estimate # Priority | Spot # AE Date Time Period Advertiser: American Crossroads Agency: Crossroads Media Station: WKRC-TV Order: 45123 Line: 67 \$1,400.00 Line: 68 P-3 09/09/12 Sunday1:33:10 PM :30 \$1,400.00 11p M-Su Local 12 New 11:00 PM-11:35 PM American Crossroads 690 1 MWASH \$1,400.00 Line: 69 09/14/12 Friday :30 \$450.00 Letterman 11:35 PM-12:35 XM American Crossroads 690 P-3 2 MWASH 1 \$450.00 Line: 70 P-3 09/05/12Wednesday2:23:30 XM :30 \$450.00 11:35 PM-12:35 XM American Crossroads 690 1 MWASH Letterman \$450.00 1 Line: 71 09/06/12 Thursday 2:24:45 XM :30 \$450.00 11:35 PM-12:35 XM American Crossroads 690 P-3 1 MWASH Letterman \$450.00 Line: 72 09/07/12 Fridayl:46:30 PM :30 \$450.00 Letterman 11:35 PM-12:35 XM American Crossroads 690 P-3 1 MWASH \$450.00

11:35 PM-12:35 XM

11:35 PM-12:35 XM

11:35 PM-12:35 XM

7:00 PM-8:00 PM

American Crossroads

American Crossroads

American Crossroads

American Crossroads

American Crossroads

11:35 PM-12:35 XM American Crossroads

(1:00:00 PM-4:00:00 PAmerican Crossroads

\$350.00



Line: 73

Line: 74

Line: 75

Line: 76

Line: 77

Line: 78

Line: 79

09/09/12

09/09/12

09/08/12 Saturday

09/10/12

09/11/12

Monday2:11:15 XM

Tuesday1:58:30 PM

Sunday':40:08 PM

Sunday1:43:33 PM

09/12/12Wednesday2:11:30 XM

09/13/12 Thursdayl:46:30 PM

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\$5,000.00

\$5,000.00

\$350.00

Letterman

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Letterman

Letterman

Sun Reg 1

AFC Regular Season

Sa Prime Access Rotat(7p-8p



Date Westerday Air Time Length Date Ad ID Jay Code (Booked) Time Period Order Product Descriptible		
Date Weekday Air Time Length Rate Ad-ID Inv. Code (Booked) Time Period Order Product Descripti Es	timate # Priori	ty Spot# AE
Advertiser: American Crossroads		
Agency: Crossroads Media		
Station: WKRC-TV		
Order: 45123		
Line: 80		
09/05/12Wednesday :30 \$1,000.00 5p Local 12 News at Fiv(5:00:00 PM-5:30:00 PAmerican Crossroads 69	0 P-2	1 MWASH
\$1,000.00		1
Line: 81		
09/05/12Wednesday :30 \$1,200.00 6p Local 12 News at Six 6p-630p American Crossroads 69	0 P-2	1 MWASH
\$1,200.00		1
Line: 82		
09/07/12 Friday :30 \$850.00 M-F 730p-8p 730p-8p American Crossroads 69	0 P-2	1 MWASH
\$850.00		1
\$69,950.00		78
\$69,950.00		78
\$69,950.00		78
\$69,950.00		78
\$69,950.00		78